

# Oroville Facilities Relicensing Project

## Household Resident Questionnaire Results



EDAW

Presented to the Recreation Work Group

September 26, 2002



# Overall Study #SP-R13 Objectives

- Determine user preferences for facility and area development; perceptions of crowding; levels of satisfaction; reasons for visiting the area; reasons for not visiting the area; background characteristics.
- Obtain information for reliable interpretation of long-term traffic data through collection of group-size information.



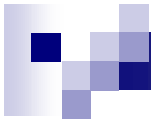
# Relationship to Relicensing/Need for the Study

- A “well documented user survey is an essential part of a good recreation plan.” -FERC regulations
- Previous study (1997 Guthrie et al.) did not address crowding and carrying capacity issues or satisfaction with the respondent’s recreation site visits to the Study Area.
- This study primarily addresses adequacy of existing project recreation facilities, opportunities, and access to accommodate current use and future demand.



# Household Resident Questionnaire

- One of several questionnaires used to conduct Study #SP-R13.
- Telephone survey designed to solicit quantitative information related to local residents' and other Californians' interest in recreation within the Study Area, and various development scenarios that may motivate them to visit the Study Area.



# Target Survey Group

- Comprised of four subgroups including:
  - Residents of Butte County
  - Residents of the Sacramento Area
  - Residents of the San Francisco Bay Area
  - Residents from the Reno/Northern Nevada Area



# Survey Questions

- Screening questions (Must answer “Yes” to be counted in quota of 100 per subgroup; total sample n=400)
  - ☐ 6 month residency
  - ☐ At least 18 years old
  - ☐ At least 3 days of northern California lake or river recreation during last year
  - ☐ Heard of Lake Oroville



# General Recreation Questions

- NoCal Lake and rivers visited in last 12 months
- Type of settings prefer for recreation
- Spending on durable recreation equipment
- Spending on trip-related expenses
- Demographics
  - ☐ Education
  - ☐ Occupation
  - ☐ Business ownership and type
  - ☐ Income
  - ☐ Ethnicity



# Oroville-Specific Questions

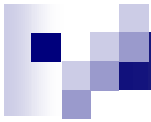
- Respondents who have visited the Lake Oroville Area (n=249)
  - ☐ Number of visits per year (<1, 1-2, 3+)
  - ☐ Satisfaction with last visit
    - If dissatisfied...why dissatisfied?
  - ☐ Time since last visit
    - If no visits in last 2 years....why?
  - ☐ Special events to motivate more frequent visits
  - ☐ Facilities to motivate more frequent visits






# Oroville-Specific Questions

- Respondents who have NOT visited the Lake Oroville Area or are “not sure” (n=151)
  - ☐ Why never visited?
    - If reason is “Prefer other lakes”...which other lakes?
  - ☐ Special events that would motivate first visit
  - ☐ Facilities that would motivate first visit



# Survey Results – Past Visits?

Total Respondents = 400	All Sub-groups	Butte County	Reno Area	San Fran. Area	Sacramento Area
Yes	62%	98%	50%	45%	56%
No	36%	2%	48%	50%	44%
Not Sure	2%	0%	2%	5%	0%



# Survey Results – Past Visitors

## *Annual Visits*

Total Respondents = 249	All Sub-groups	Butte County	Reno Area	San Fran. Area	Sacramento Area
<1/year	46%	14%	66%	71%	63%
1-2/year	24%	24%	30%	11%	29%
3+/year	31%	62%	4%	18%	9%



# Survey Results – Past Visitors

## *Satisfaction with Last Visit*

<b>Total Respondents = 249</b>	<b>All Sub-Groups</b>	<b>Butte County</b>	<b>Reno Area</b>	<b>San Fran. Area</b>	<b>Sacramento Area</b>
<b>Very Dissatisfied</b>	<b>2%</b>	<b>6%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>
<b>Somewhat Dissatisfied</b>	<b>8%</b>	<b>15%</b>	<b>4%</b>	<b>4%</b>	<b>4%</b>
<b>Neither Dissatisfied or Satisfied</b>	<b>15%</b>	<b>11%</b>	<b>20%</b>	<b>18%</b>	<b>14%</b>
<b>Somewhat Satisfied</b>	<b>35%</b>	<b>24%</b>	<b>40%</b>	<b>40%</b>	<b>48%</b>
<b>Very Satisfied</b>	<b>30%</b>	<b>34%</b>	<b>24%</b>	<b>29%</b>	<b>29%</b>
<b>Extremely Satisfied</b>	<b>9%</b>	<b>10%</b>	<b>12%</b>	<b>9%</b>	<b>5%</b>

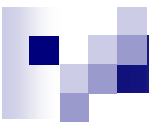


# Survey Results – Past Visitors

## *Reason for Dissatisfaction w/Last Visit*

*(Those who responded “very” or “somewhat dissatisfied”)*

Total Respondents = 27	All Sub-groups	Butte County	Reno Area	San Fran. Area	Sacramento Area
Lake Level Fluctuates/Too Low	44%	57%	0%	0%	0%
Lack of Facilities	30%	29%	0%	50%	50%
Trashy/Not Kept Up	19%	14%	100%	0%	0%
Other	19%	14%	50%	0%	50%
Too Unnatural	7%	5%	0%	50%	0%
Need Better Fishing/Stock Lake	7%	10%	0%	0%	100%



# Survey Results – Past Visitors

## *Last Time Visited*

Total Respondents = 249	All Sub-groups	Butte County	Reno Area	San Fran. Area	Sacramento Area
Within Last 12 months	57%	88%	34%	40%	36%
1-2 Years Ago	9%	4%	14%	9%	14%
2-3 Years Ago	5%	3%	10%	2%	7%
More than 3 Years Ago	27%	5%	40%	44%	41%
Can't Remember	2%	0%	2%	4%	2%



# Survey Results – Past Visitors

## *Reason for Not Visiting in Last 2 Years*

*(Those who have not visited Lake Oroville in the last 2 years)*

Total Respondents = 85	All Sub-groups	Butte County	Reno Area	San Fran. Area	Sacramento Area
<b>Prefer Other Places</b>	<b>32%</b>	<b>50%</b>	<b>35%</b>	<b>17%</b>	<b>36%</b>
<b>Personal Reasons</b>	<b>26%</b>	<b>13%</b>	<b>27%</b>	<b>26%</b>	<b>29%</b>
<b>Too Far</b>	<b>20%</b>	<b>0%</b>	<b>23%</b>	<b>26%</b>	<b>18%</b>
<b>Prefer Closer Places</b>	<b>11%</b>	<b>0%</b>	<b>15%</b>	<b>13%</b>	<b>7%</b>
<b>Don't Like the Place/Something in Particular There</b>	<b>11%</b>	<b>0%</b>	<b>8%</b>	<b>17%</b>	<b>11%</b>
<b>Too Hot There</b>	<b>6%</b>	<b>13%</b>	<b>4%</b>	<b>9%</b>	<b>4%</b>
<b>No more than 3 respondents in any study area answered don't know, have no boat and need one for there, have cabin/boat elsewhere, too crowded, or nothing there/no reason to go back.</b>					

# Survey Results – Past Visitors

## *Special Events as Motivation to Visit More Often*

Total Respondents = 249	All Sub-groups	Butte County	Reno Area	San Fran. Area	Sacramento Area
Fishing Events	37%	41%	30%	24%	46%
Food/Beverage Festivals	25%	32%	14%	27%	20%
Water-skiing Events	24%	28%	28%	11%	23%
Powerboat Races	22%	26%	20%	13%	25%
Canoe/Kayak/River-Related Events	22%	25%	20%	24%	16%
Living History Demonstrations	16%	22%	8%	7%	18%
Mountain Bike Races	15%	13%	24%	16%	11%
PWC Events	14%	17%	14%	4%	16%
None of the Above	14%	7%	18%	20%	16%
Target Shooting Competition	13%	14%	14%	13%	11%
OHV Related Events	12%	14%	10%	0%	21%
Sailing Events	12%	13%	10%	16%	7%
Triathlons	10%	13%	4%	11%	9%
Equestrian Events	9%	11%	4%	9%	9%
*No more than 5 respondents answered other, don't know, or wake /knee boarding.					





## Survey Results – Past Visitors

### *Facilities as Motivation to Visit More Often*

Total Respondents = 249	All Sub-Groups	Butte County	Reno Area	San Fran. Area	Sacramento Area
Floating Restaurant at Lake Oroville	39%	50%	22%	29%	41%
Warm-water Swimming/Beach Areas	38%	44%	24%	36%	41%
Showers at Day Use Areas	37%	40%	28%	31%	45%
Expanded Outdoor/Nature/Cultural/Historic Interpretation Center	31%	34%	24%	22%	38%
Water Park	30%	39%	20%	16%	34%
Children's Play Areas	28%	33%	8%	27%	38%
More Full Hookup RV Sites	22%	27%	12%	22%	21%
More RV Sites Accessible to People with Disabilities	19%	27%	4%	18%	21%
None of the Above	14%	7%	28%	18%	11%
*No more than 5% of all respondents answered various types of camping sites, other, marina/boat launching facility, don't know, more water in reservoir, restaurants, trails, or cabins.					

## Survey Results – Past Visitors


### *Other Facilities Wanted at Lake Oroville*

Total Respondents = 42	All Sub-groups	Butte County	Reno Area	San Fran. Area	Sacramento Area
Various Types of Camping Sites	12%	11%	20%	25%	0%
Marina/Boat Launching Facility	10%	11%	20%	0%	9%
Expanded outdoor /nature/cultural/ historic interpretation center	7%	11%	0%	0%	9%
Fishing-Related Facilities	7%	0%	40%	13%	0%
*A total of 2 respondents answered floating restaurant on Lake Oroville, warm-water swimming/beach areas, more water in reservoir, restaurants, trails, and more restrooms. 19 other responses were each mentioned by one respondent.					

# Survey Results – Never Visited

## *Reason for Not Visiting Lake Oroville*

Total Respondents = 151	All Sub-Groups	Butte County	Reno Area	San Fran. Area	Sacramento Area
Don't Know Enough about Area that Would Motivate me to Visit	42%	50%	44%	51%	27%
It is too Far from my Home	31%	0%	42%	29%	23%
Prefer to go to Other Lakes	13%	0%	16%	11%	11%
Prefer Different Setting	8%	0%	8%	11%	5%
No Time/Personal Reasons	6%	0%	0%	4%	16%
Not Interested in Water-Related Recr.	5%	0%	6%	6%	5%
*No more than 5% of all respondents answered other, no reason, too hot there, not enough trees, don't know, it is not located on a major highway, too many people, or not interested.					



## Survey Results – Never Visited *Lake Preference*

Total Respondents = 19	All Sub-Groups	Reno Area	San Fran. Area	Sacramento Area
Other Lakes**	37%	25%	67%	20%
Lake Tahoe	37%	63%	17%	20%
Don't Know	11%	0%	17%	20%
Folsom Lake	11%	0%	0%	40%
Frenchman Lake	11%	25%	0%	0%
Lake Berryessa	11%	0%	17%	20%
Bucks Lake, Delta rivers or lakes, Lake Almanor, or Lakes in the Plumas National Forest were each mentioned by one respondent. **The 3 subgroups each listed 1 to 4 other lakes that were not on the questionnaire.				

## Survey Results – Never Visited

### *Special Events as Motivation to Visit (open-ended)*

Total Respondents = 58 (Gave responses other than “none”)	All Sub-groups	Butte County	Reno Area	San Fran. Area	Sacramento Area
<b>Need More Info About Place</b>	<b>26%</b>	<b>100%</b>	<b>17%</b>	<b>19%</b>	<b>39%</b>
<b>Don’t Know</b>	<b>19%</b>	<b>0%</b>	<b>22%</b>	<b>24%</b>	<b>11%</b>
<b>Boat/Water Events</b>	<b>16%</b>	<b>0%</b>	<b>22%</b>	<b>14%</b>	<b>11%</b>
<b>Concerts</b>	<b>9%</b>	<b>0%</b>	<b>6%</b>	<b>5%</b>	<b>17%</b>
<b>July 4<sup>th</sup> Events/ Fireworks</b>	<b>7%</b>	<b>0%</b>	<b>6%</b>	<b>0%</b>	<b>17%</b>
<b>Historical/Cultural/ Exhibits</b>	<b>5%</b>	<b>0%</b>	<b>0%</b>	<b>10%</b>	<b>6%</b>
<b>Outdoor Festivals</b>	<b>5%</b>	<b>0%</b>	<b>11%</b>	<b>5%</b>	<b>0%</b>
No more than 2 respondents answered parades/bands, contest and pageants, animal events, offroad/motorcross/roller derby, camping events, children’s events, fishing events, or other.					

# Survey Results – Never Visited

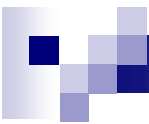
## *Special Events as Motivation to Visit (close-ended)*

Total Respondents = 151	All Sub-groups	Butte County	Reno Area	San Fran. Area	Sacramento Area
<b>Food/Beverage Festivals</b>	<b>25%</b>	<b>50%</b>	<b>24%</b>	<b>24%</b>	<b>27%</b>
<b>Canoe/Kayak/River-related Events</b>	<b>24%</b>	<b>0%</b>	<b>18%</b>	<b>26%</b>	<b>30%</b>
<b>None of the Above</b>	<b>23%</b>	<b>0%</b>	<b>28%</b>	<b>29%</b>	<b>11%</b>
<b>Fishing Events</b>	<b>22%</b>	<b>50%</b>	<b>28%</b>	<b>20%</b>	<b>16%</b>
<b>Powerboat Races</b>	<b>20%</b>	<b>0%</b>	<b>18%</b>	<b>18%</b>	<b>25%</b>
<b>Living History Demos.</b>	<b>17%</b>	<b>0%</b>	<b>16%</b>	<b>11%</b>	<b>27%</b>
<b>Water-skiing Events</b>	<b>15%</b>	<b>0%</b>	<b>14%</b>	<b>18%</b>	<b>14%</b>
<b>Target Shooting Compet.</b>	<b>15%</b>		<b>18%</b>	<b>15%</b>	<b>11%</b>
<b>Mountain Bike Races</b>	<b>13%</b>	<b>0%</b>	<b>12%</b>	<b>13%</b>	<b>16%</b>
<b>No more than 10% of all respondents answered equestrian events, OHV related events, sailing events, triathlons, PWC events, or don't know.</b>					



## Survey Results – Never Visited *Outdoor Rec. Facilities as Motivation to Visit* (open-ended)

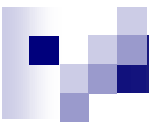
Total Respondents = 67 (Gave responses other than “none”)	All Sub- groups	Butte County	Reno Area	San Fran. Area	Sacramento Area
<b>Campgrounds</b>	<b>25%</b>	<b>0%</b>	<b>16%</b>	<b>29%</b>	<b>31%</b>
<b>Don't Know</b>	<b>19%</b>	<b>0%</b>	<b>26%</b>	<b>13%</b>	<b>25%</b>
<b>Hiking/Biking Trails/ Rock Climbing</b>	<b>18%</b>	<b>100%</b>	<b>26%</b>	<b>16%</b>	<b>6%</b>
<b>Sailing/Kayaking/ Rafting/Canoeing/ Boating/Waterskiing/ Parasailing</b>	<b>13%</b>	<b>0%</b>	<b>0%</b>	<b>26%</b>	<b>6%</b>
<b>No more than 5% of all respondents answered boat rental/houseboat rental, swimming facilities/waterpark, RV hookups, cabins, hotels &amp; restaurants/spa retreat, fishing rentals &amp; facilities, other, showers &amp; restrooms, game hunting, or PWC facilities.</b>					



## Survey Results – Never Visited *Facilities as Motivation to Visit*

Total Respondents = 151	All Sub-Groups	Butte County	Reno Area	San Fran. Area	Sacramento Area
Floating Restaurant on Lake Oroville	37%	50%	32%	40%	39%
Expanded outdoor/nature /cultural/historic interp. Center	31%	0%	24%	36%	32%
Warm-water swimming/beach areas	30%	0%	34%	26%	32%
Water Park	27%	0%	24%	33%	25%
Showers at Day Use Areas	26%	50%	28%	24%	25%
None of the Above	24%	50%	34%	16%	21%
Children's Play Areas	21%	0%	16%	22%	25%
More Full Hookup RV Sites	15%	0%	22%	11%	14%
More RV Sites Accessible to People with Disabilities	14%	0%	12%	16%	14%
Don't Know	7%	0%	4%	7%	9%





## Survey Results – All Surveyed

### *Amount Spent on Durable Equipment for Outdoor Recreation*

Total Respondents = 400	All Sub-Groups	Butte County	Reno Area	San Fran. Area	Sacramento Area
<b>Less than \$100</b>	<b>26%</b>	<b>27%</b>	<b>24%</b>	<b>31%</b>	<b>23%</b>
<b>\$100 - \$250</b>	<b>21%</b>	<b>20%</b>	<b>23%</b>	<b>25%</b>	<b>17%</b>
<b>\$251 - \$500</b>	<b>21%</b>	<b>21%</b>	<b>20%</b>	<b>17%</b>	<b>27%</b>
<b>\$501 - \$1,000</b>	<b>15%</b>	<b>16%</b>	<b>14%</b>	<b>14%</b>	<b>15%</b>
<b>\$1,001 - \$2,500</b>	<b>8%</b>	<b>11%</b>	<b>5%</b>	<b>7%</b>	<b>7%</b>
<b>\$2,501 - \$5,000</b>	<b>4%</b>	<b>3%</b>	<b>7%</b>	<b>1%</b>	<b>5%</b>
<b>\$5,001 - \$10,000</b>	<b>1%</b>	<b>0%</b>	<b>2%</b>	<b>0%</b>	<b>1%</b>
<b>More than \$10,000</b>	<b>1%</b>	<b>0%</b>	<b>2%</b>	<b>0%</b>	<b>1%</b>
<b>Don't Know/Refused</b>	<b>4%</b>	<b>2%</b>	<b>3%</b>	<b>5%</b>	<b>4%</b>



## Survey Results – All Surveyed

### *Trip-Related Expenses for Outdoor Recreation Activities*

Total Respondents = 400	All Sub-Groups	Butte County	Reno Area	San Fran Area	Sacramento Area
<b>Less than \$100</b>	<b>16%</b>	<b>18%</b>	<b>11%</b>	<b>11%</b>	<b>22%</b>
<b>\$100 - \$250</b>	<b>16%</b>	<b>20%</b>	<b>13%</b>	<b>15%</b>	<b>17%</b>
<b>\$251 - \$500</b>	<b>25%</b>	<b>23%</b>	<b>24%</b>	<b>32%</b>	<b>20%</b>
<b>\$501 - \$1,000</b>	<b>17%</b>	<b>14%</b>	<b>18%</b>	<b>20%</b>	<b>16%</b>
<b>\$1,001 - \$2,500</b>	<b>15%</b>	<b>13%</b>	<b>16%</b>	<b>14%</b>	<b>15%</b>
<b>\$2,501 - \$5,000</b>	<b>8%</b>	<b>10%</b>	<b>11%</b>	<b>4%</b>	<b>5%</b>
<b>\$5,001 - \$10,000</b>	<b>1%</b>	<b>0%</b>	<b>4%</b>	<b>0%</b>	<b>1%</b>
<b>More than \$10,000</b>	<b>1%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>2%</b>
<b>Don't Know/Refused</b>	<b>3%</b>	<b>2%</b>	<b>3%</b>	<b>4%</b>	<b>2%</b>



## Survey Results – Demographics

### *Highest Level of Education*

Total Respondents = 400	All Sub-Groups	Butte County	Reno Area	San Fran. Area	Sacramento Area
<b>Refused</b>	<b>2%</b>	<b>1%</b>	<b>1%</b>	<b>3%</b>	<b>4%</b>
<b>Some High School</b>	<b>2%</b>	<b>2%</b>	<b>3%</b>	<b>1%</b>	<b>2%</b>
<b>High School Graduate</b>	<b>19%</b>	<b>18%</b>	<b>19%</b>	<b>21%</b>	<b>17%</b>
<b>Some College</b>	<b>36%</b>	<b>39%</b>	<b>38%</b>	<b>29%</b>	<b>36%</b>
<b>Bachelor's Degree or Equivalent</b>	<b>26%</b>	<b>25%</b>	<b>26%</b>	<b>29%</b>	<b>22%</b>
<b>Master's Degree or Equivalent</b>	<b>11%</b>	<b>11%</b>	<b>8%</b>	<b>11%</b>	<b>15%</b>
<b>Ph.D, J.D., M.D., or Equivalent</b>	<b>5%</b>	<b>4%</b>	<b>5%</b>	<b>6%</b>	<b>4%</b>

# Survey Results – Demographics

## *Occupation*

Total Respondents = 400	All Sub-Groups	Butte County	Reno Area	San Fran Area	Sacramento Area
Professional/Technical	25%	25%	29%	23%	21%
Managers/Administrators/ Self-Employed	15%	13%	13%	23%	11%
Sales/Clerical	8%	6%	7%	8%	11%
Skilled Craftsman	7%	5%	10%	4%	8%
Operatives/Laborers	8%	12%	7%	3%	8%
Service Workers /Private Household Workers	8%	6%	8%	9%	7%
Unemployed, Looking for Work	5%	2%	7%	5%	5%
Not Employed Outside the Home	6%	6%	6%	7%	6%
Retired	15%	20%	11%	12%	15%
Don't Know/Refused	4%	2%	2%	5%	8%
Student	1%	3%	0%	1%	0%



## Survey Results – Demographics

### *Own Your Own Business*

Total Respondents = 294	All Sub- groups	Butte County	Reno Area	San Fran. Area	Sacramento Area
<b>Yes</b>	<b>17%</b>	<b>17%</b>	<b>17%</b>	<b>23%</b>	<b>11%</b>
<b>No</b>	<b>83%</b>	<b>83%</b>	<b>83%</b>	<b>77%</b>	<b>89%</b>



## Survey Results – Demographics

### *Business Involved in Recreation-Related Services or Merchandise*

Total Respondents = 50	All Sub-groups	Butte County (n=12)	Reno Area (n=13)	San Fran. Area (n=17)	Sacramento Area (n=8)
Yes	14%	17%	8%	12%	25%
No	86%	83%	92%	88%	75%



## Survey Results – Demographics

### *Business Is a Recreation-Related Service Business or Recreation-Related Merchandise Business*

Total Respondents = 7	All Sub-groups	Butte County (n=2)	Reno Area (n=1)	San Fran. Area (n=2)	Sacramento Area (n=2)
<b>A Recreation-related Service Business</b>	<b>43%</b>	<b>0%</b>	<b>0%</b>	<b>50%</b>	<b>100%</b>
<b>A Recreation-related Merchandise Business</b>	<b>57%</b>	<b>100%</b>	<b>100%</b>	<b>50%</b>	<b>0%</b>



# Survey Results – Demographics

## *Total Household Income Before Taxes*

Total Respondents = 400	<b>All Sub-Groups</b>	<b>Butte County</b>	<b>Reno Area</b>	<b>San Fran. Area</b>	<b>Sacramento Area</b>
<b>Refused</b>	<b>11%</b>	<b>8%</b>	<b>8%</b>	<b>14%</b>	<b>15%</b>
<b>Don't Know</b>	<b>4%</b>	<b>2%</b>	<b>4%</b>	<b>6%</b>	<b>2%</b>
<b>Less Than \$20,000</b>	<b>8%</b>	<b>20%</b>	<b>3%</b>	<b>5%</b>	<b>4%</b>
<b>\$20,000-\$40,000</b>	<b>15%</b>	<b>21%</b>	<b>18%</b>	<b>7%</b>	<b>15%</b>
<b>\$40,001-\$60,000</b>	<b>18%</b>	<b>18%</b>	<b>22%</b>	<b>14%</b>	<b>18%</b>
<b>\$60,001-\$80,000</b>	<b>18%</b>	<b>18%</b>	<b>15%</b>	<b>17%</b>	<b>22%</b>
<b>\$80,001-\$100,000</b>	<b>11%</b>	<b>5%</b>	<b>15%</b>	<b>13%</b>	<b>10%</b>
<b>More than \$100,000</b>	<b>15%</b>	<b>8%</b>	<b>15%</b>	<b>24%</b>	<b>14%</b>





# Survey Results – Demographics


## *Ethnic Group*

Total Respondents = 400	All Sub-Groups	Butte County	Reno Area	San Fran Area	Sacramento Area
<b>Refused</b>	<b>8%</b>	<b>7%</b>	<b>7%</b>	<b>10%</b>	<b>6%</b>
<b>Latino or Hispanic</b>	<b>5%</b>	<b>2%</b>	<b>3%</b>	<b>10%</b>	<b>3%</b>
<b>White or Anglo (non Hispanic)</b>	<b>80%</b>	<b>81%</b>	<b>87%</b>	<b>71%</b>	<b>82%</b>
<b>Asian</b>	<b>2%</b>	<b>2%</b>	<b>1%</b>	<b>1%</b>	<b>3%</b>
<b>African-American or Black</b>	<b>3%</b>	<b>2%</b>	<b>1%</b>	<b>7%</b>	<b>3%</b>
<b>American Indian or Alaska Native</b>	<b>2%</b>	<b>6%</b>	<b>0%</b>	<b>0%</b>	<b>2%</b>
<b>Pacific Islander or Native Hawaiian</b>	<b>1%</b>	<b>0%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>



# Analyses Focused on Setting Preference and Satisfaction

- Does satisfaction vary with setting preference?
  - No sig. difference found in satisfaction between those who preferred natural and undeveloped vs. developed nature oriented parks and recreation areas
- Does length of time since last visit vary with satisfaction with last visit to Lake Oroville Area?
  - Sig. difference found ( $p < .01$ ), with the most recent visitors tending to be most satisfied, those who haven't visited for at least 2 years most likely to be neutral



# Differences in Preferences and Satisfaction Across Demographic Groups

- Comparisons across education level groups (H.S. or less, some college, Bachelor's, Master's or higher)
  - Overall, differences in setting preference not significant., but do see greatest preference for natural/undeveloped setting among least educated group (H.S. or less)
  - Differences in satisfaction not significant
- Comparisons across age groups (<30, 30-49, 50-65, >65)
  - Differences in setting preference not significant, but do see greatest preference for developed/highly developed setting among oldest group (>65 years old)
  - Overall, differences in satisfaction not significant; but oldest people were more likely to be “very” or “extremely satisfied”